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Campaigner's Digest

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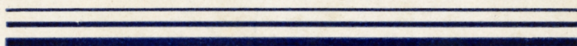
THE WAR CHEST

of

GREATER LOWELL



1943





A PATRIOTIC APPEAL

The Campaign this year is a patriotic call; no one can shirk it. If your prospect refuses to contribute, he is refusing to aid all humanity.

COVER EVERY CARD

Your Team Captain will assign the prospect cards of the persons you are to solicit. Cover every card — every prospect assigned to you. Solicit all prospects individually and personally, if possible. Do Not leave cards with an office secretary or telephone operator.

If the prospect is not in, make a second call. If you leave the card, the prospect may hand it over to another solicitor — or maybe he will make his contribution less than it would be, if you talked with him.

THIS IS A WAR CHEST

Obviously YOU must realize the importance of a War Chest which directly aids our boys who are fighting in the four corners of the world.

You and I know these things — and we are constantly asking ourselves, "What can I do?" We can't all be soldiers, sailors, marines or Red Cross Nurses. We can't all build machine tools or airplane engines. Most of us have to stay behind to keep the essential machinery of everyday life running smoothly.





This year, the War Chest must have your help to raise \$230,000.00. It sounds like a lot of money, but we know that if we didn't have a War Chest, it would cost us a lot more. Dozens of appeals for funds are descending upon Lowell. The War Agencies included in this year's Campaign have been officially approved by the National Budget Committee and our foremost business, labor, industrial and civic leaders have pledged themselves to support this worthy group to the utmost.

GET INCREASED PLEDGES

When you call upon a prospect, don't say, "Mr. Clark — I have your War Fund Pledge Card and have come to see if you would give a little something."

Rather, begin by saying, "Mr. Clark—I've come to ask you for your pledge to the Greater Lowell War Fund — and I'd like to remind you before you sign your card, that the budget not only includes funds for the 16 local Chest Agencies but Lowell's share of the money being raised nationally for the United Service Organizations and all the others included in this year's War Fund Campaign."

Remind each giver that War Fund contributions are deductible in making Federal Income Tax calculations.

A portion of every gift represents an actual saving in the contributor's Federal Income Tax payments.





ALL OVER THE WORLD

Modern War is not merely a struggle between our armies; it is a fight between whole peoples. We are helping our own cause when we help the peoples of our allies, through the Agencies listed hereon:

COMMUNITY CHEST AGENCIES

Blind Association
Boy Scouts
Boys' Club
Catholic Charitable Bureau
Country Week
Flor. Crittenton Rescue League
Girl Scouts
Girls' City Club
Goodwill Industries
International Institute
M.S.P.C.C.—Lowell Branch
Lowell Vis. Nurse Association
Salvation Army
Social Service League
Y. M. C. A.
Y. W. C. A.

WAR RELIEF AGENCIES

U. S. O.
British War Relief
American Society Hygiene





Greek War Relief
Polish War Relief
(Dutch) Queen Wilhelmina Fund
Russian War Relief
United China Relief
U. S. Prisoners Relief Fund
War Relief and Overseas Service

All have been checked and approved by the National Information Bureau and National Budget Committee. There is no duplication of work; no waste of funds.

IMPORTANT INFORMATION

Some people will ask, "Why must Social Agencies be supported these days since everybody is working and employers cannot find enough people to fill the jobs?"

The answer is, that no matter how prosperous times are, there are always people who are unable to work. The attack on Pearl Harbor didn't decrease the number of orphaned children, crippled youngsters, physically handicapped men and women, sick people without funds and aged poor folks. These are the people that the Community Chest Agencies must serve year in and year out, in good or bad times, peace or war.

Human needs have their priorities. Clinics, health education facilities and nursing organizations must step up the fight on disease at its source among the needy where it makes its most rapid gains. There must be no repetition of that 1918 influenza scourge which so nearly snatched victory from our hands.





The Community Chest welfare workers aid many a family that has had sickness, especially where the wife is ill and cannot properly care for the children. A visiting housekeeper is brought in to care for the home and prepare the meals until the wife regains her strength thus lifting the worries from the shoulders of the workers who are in the middle of highspeed war production duties.

The character-building agencies take pains to interest children and young folks in wholesome activities. They will soon be taking our places as leaders in our country.

The worried father is encouraged and regains his confidence and speed at work. A family disaster has been averted.

Multiply that by hundreds of cases and the importance of family welfare services to war production, where every lost moment may mean a lost life, is immediately apparent.

REMEMBER

The prospect must sign his or her own card. Sign your name as Solicitor in the space provided for the same, on the pledge card.

Give Receipts for Cash Payments only! If a person wants to designate a part or the whole of his pledge to one of the organizations included in this year's War Fund Drive, there is ample space on the reverse side of the pledge, for the same.





Endeavor to get cash for pledges of \$5.00 and less. All subscriptions are acceptable but cash payment of small pledges averts expensive billing, saves the giver time and trouble.

Return all prospect cards assigned to you, either as a signed pledge or reject. If unable to obtain a pledge from a prospect, note the reason for failure and return the pledge in the REJECT envelope, which will be collected at the end of each day's luncheon meeting, from the table at which your Team is seated.

Come to the Campaign Headquarters and look over the Rejects. You may be able to get a pledge when another person has failed.

Extra supplies may be obtained at the Headquarters:

Room 205—36 John Street
Lowell Five Cent Savings Bank Building
Phone 6990

HOW TO REPORT

List each pledge, showing name of contributor and total amount of contribution. Also, amount of cash with same, in spaces provided on the outside of the envelope. Then enclose the cards with cash or check attached to each pledge, in the envelope, and turn it over to your Captain.

Captains are to summarize their reports on the envelope provided for the same, which will be collected at each report meeting.





If you can't attend the report meeting yourself, contact some of the workers on your team — give them your report envelope properly filled out, and they will turn it in for you, so that your team may not fall behind the others, in fulfilling their daily quota.

YOUR CHANCE TO HELP

Most of us not shouldering guns for Uncle Sam, must fight in another way.

This is War! This is our chance to pay a small part of the debt we feel we owe to the boys who are sacrificing their lives for our protection. This is your chance to contribute to the direct defense of your community in defiance of world enslavement.

